

Message Text

UNCLASSIFIED

PAGE 01 HELSIN 01565 271126Z

11

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

----- 029941

R 270943Z JUL 76

FM AMEMBASSY HELSINKI

TO SECSTATE WASHDC 294

INFO AMEMBASSY STOCKHOLM

UNCLAS HELSINKI 1565

FOR TRADE CENTER STOCKHOLM

E.O. 11652: N/A

TAGS: BEXP FI

SUBJECT: FINAL CCP-76 REPORT

REF: 74 STATE 280182

1. SUMMARY: HWILE THE SCHEDULED CCP ACTIONS WERE UNDERTAKEN, THE RESULT, PARTICULARLY IN TO'S, FELL SHORT OF EXPECTATIONS. THE RECESSION PLAYED A MAJOR ROLE, PARTICULARLY AS INVESTMENT FUNDS WERE GREATLY AFFECTED. THE 1976 EXPERIENCE WITH THE CCP AS A TOOL IS REFLECTED IN FY-77 PLANNING, AS CONSIDERATION WAS GIVEN TO PROMOTION POSSIBILITIES IN IDENTIFYING CAMPAIGN TARGETS.

2. AS PER THIRD QUARTER REPORT, PULP AND PAPER CAMPAIGN WAS EVENTUALLY REPLACED BY GLOBAL MARKET RESEARCH. CAMPAIGN HAD, AT THAT TIME, IN COMMOFF ESTIMATION, LITTLE OR NO PROSPECT FOR INCREMENTAL BENEFITS PARTICULARLY IN VIEW OF POSTPONEMENT, IN WHICH HELSINKI CONCURRED, OF STC EXHIBITION OFRM FALL '76. ECONOMIC SITUATIN AFFECTED ENTIRE WOOD PROCESSING INDUSTRY. CONTACT WORK WAS MAINTAINED ADN CERP REPORT WAS SUBMITTED.

3. FOOD PROCESSING AND PACKAGING CAMPAIGN WAS MORE SUCCESSFUL, ALTHOUGH PRODUCED 4 INSTEAD OF 8 TO'S. GROUP TRAVEL (FBP) TO SAN FRANCISCO EXHIBITION GENERATED VERY LITTLE INTEREST. FORTY-ONE INDUSTRY REPRESENTATIVES

UNCLASSIFIED

PAGE 02 HELSIN 01565 271126Z

VISITED STC EXHIBITION IN APRIL, AND FILM WAS DISTRIBUTED

TO ASSOCIATION IN FALL. PLANNING FOR FBP TRIP TO
PACKAGING EXHIBITION IN OCTOBER IN CHICAGO UNDERWAY.
THIS CAMPAIGN WILL BE CONTINUED IN FY-77.

4. PROCESS CONTROL INSTRUMENTATION. THIS CAMPAIGN WAS
NOT SUCCESSFUL, AND WAS DROPPED FROM FY-77 CONSIDERATION
PRIMARILY DUE TO PROBLEMS IN PROMOTION TECHNIQUE.
ECONOMIC CONDITIONS CLEARLY PLAYED A ROLE IN THE SHORT-
FALL OF TO'S, SINCE INVESTMENT FUNDS
WERE VIRTUALLY UNAVAILABLE. A NUMBER
OF NEW CONTACTS WERE MADE INCLUDING THE WORKING
GROUP OF THE METALWORKING INDUSTRY. THERE WAS FINALLY
NO SUITABLE PROMOTIONAL TOOL FOR THE CAMPAIGN, WHICH
CONTRIBUTED TO DELETION FROM FY-77 CONSIDERATION.

5. GIVEN THE ECONOMIC CONDITIONS, WHICH WERE UNFORESEEN
WHEN THE CCP-76 WAS DRAFTED, QUANTITATIVE TO TARGETS
WERE NOT USEFUL EVEN AS TARGETS. IN ADDITION TO
ECONOMIC CONDITIONS, HOWEVER, PROBLEMS AROSE IN THE
PROMOTIONAL TOOLS. ONLY ONE STC EXHIBITION DIRECTLY
PARALLELED THE CCP, BUT, IN ADDITION, A SINGLE EX-
HIBITION IN STOCKHOLM IS NOT ADEQUATE TO SUSTAIN A
MEANINGFUL CAMPAIGN IN FINLAND. THE MEDIA TOOLS WERE
NOT ADEQUATE, WHICH SHOULD BE CORRECTED IN FY-77 AS
USIS NOW HAVE NEW MATERIALS, IN GREATER DETAIL AND ON
FILM. FINNISH BUSINESS INTEREST IN THE VTR IS SLIGHT,
BECAUSE IT REQUIRES GATHERING THE AUDIENCE IN HELSINKI,
WHILE FILMS CAN BE DISTRIBUTED TO VARIOUS COMPANIES
AND ASSOCIATIONS. THE CRITICISM OF THE FOOD PROCESSING
PACKAGE CONCERNED THE DEARTH OF SPECIFIC DETAIL ON PARTICULAR
TECHNOLOGIES OR EQUIPMENT. THE NEW MEDIA MATERIALS
APPEAR TO OVERCOME THIS PROBLEM. POST HAS ALSO
REQUIRED A CATALOG SHOW FOR THE FY-77 METALWORKING
CAMPAIGN. POST HAS RECOMMENDED USDOC PARTICIPATION
IN HELSINKI INTERNATIONAL TECHNICAL TRADE FAIR (TTF)
THROUGH STC OFF-SITE SHOW, OR AS SECOND PREFERENCE
STC OFF-SITE ALONE. TTF PARTICIPATION WOULD
FACILITATE PROMOTION OF SEVERAL CAMPAIGNS, AND OF
STC, AS WELL AS PRODUCE VISIBLE INDICATION OF U.S.
INTEREST AS TRADE PARTNER.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 HELSIN 01565 271126Z

AUSTAD

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 27 JUL 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976HELSIN01565
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760288-1226
From: HELSINKI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760719/aaaaaqbh.tel
Line Count: 108
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 280182
Review Action: RELEASED, APPROVED
Review Authority: KelleyW0
Review Comment: n/a
Review Content Flags:
Review Date: 15 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 APR 2004 by ThomasVJ>; APPROVED <28 DEC 2004 by KelleyW0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FINAL CCP-76 REPORT
TAGS: BEXP, FI
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006